

## **Tar Macias**

Tar Macias, CEO of Hola America News, publishers of Hola America, Hola Iowa, Hola Nebraska and JEFAS Latinas in Business Magazine

On July 4th, 1987, 14-year-old Tar Macias arrived in Moline, Illinois, from Mexico City with his parents and four siblings. He is the 5th generation in his family to live in the United States. His great-great-grandfather was the first to migrate here, and his grandfather was born in Moline and moved back and forth to Mexico a couple of times during his life.

Tar Macias started Hola America News in 2000 to empower and equip the Latino community with information and resources to facilitate their success and well-being. In 2014, Tar and his wife Erika launched Hola Iowa, a sister publication of Hola America.

Tar and Erika believe in putting relationships ahead of business opportunities and have found that opportunities emerge from these nurtured relationships.

Guided by core values to be community-minded, family-oriented, educational, and engaging, Hola America Media Group is a fully bilingual news outlet that brings information and stories about the contributions of Latino communities in Illinois and Iowa.

By reflecting the Latino community fairly and with dignity, Hola America has earned the trust of the Latino community and garnered credibility in the mainstream community to raise the stature of the Latino communities in Iowa and Illinois.

In 2022, Tar Macias was recognized with the Ohtli Award by the Mexican Consulate in Omaha.

The Ohtli Award, or Reconocimiento Ohtli, is an annual award given by the Mexican government to recognize Mexican citizens who have made significant contributions to Mexico and Mexican communities outside of Mexico. The award is presented by the Institute of Mexicans Living Abroad (IME) and is considered the highest honor the Mexican government can bestow on an individual.